

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
April 14, 2020, Zoom

I. Called to Order at 4:06 p.m.

Board members present were: Carrie Andrew, Linda Avery, Terri Lamers, Nola Svoboda, Gretchen Wells, John Metzger

Guest Members present were: Patti Grafmeyer

II. Approve Minutes

Gretchen moved to approve the minutes from March, Linda seconded, all in favor

III. Treasurer's Report

The beginning balance for March 2, 2020 was \$2,573.44. Deposits of \$2,460.25 were made and disbursements of \$475.04 were made, ending with a balance of \$4,559.84 on March 31, 2020

Nola motioned to approve March's Treasurer's Report, Gretchen seconded, all in favor.

- Carrie brought up the 2020 budget and made the board aware that the chamber will not be seeing the lodging tax that was expected for the year so there will need to be adjustments made to the budget.
- The board is wondering if the Fair and Rodeo will still take place. Gretchen said Regan Snyder said they still want to, but are waiting for now.
- The board is wondering if Ride the Rockies will be cancelled. RTR will announce their final decision on May 1. Gretchen stated that the county may shut down the event.
- Terri said the chamber could cut back on beautification and member events which would save \$1,000.
- Everyone agrees that the chamber should not cut digital and website marketing. Terri and Nola said the budget for digital marketing is higher to plan ahead for additional digital marketing. Nola said for now, the chamber can keep the monthly budget set at \$350/mo.
- Linda said she would like to continue member events but change them up in some format, but could drastically cut that budget.
- Getchen suggested in order to save in beautification, the chamber board could volunteer to help with the planter boxes. Nola, Carrie and Terri said they would help if needed.

IV. Marketing Report

1. Nola added the list of business licenses that Gretchen forwarded to her and added them to the business directory. Those that are members have links to their business pages.

- a. Carrie thinks anyone who is a member should be in the list of businesses below the main directory. Terri agrees that all members should be included in the list and likes that the members are highlighted.
 - b. Nola pointed out that maintaining the list could be time consuming to someone will have to be on top of when old businesses close, new businesses open, businesses become members and businesses don't renew their membership. Maintaining the list will be an ongoing process and, and any links to businesses will also need to be updated and maintained as memberships come and go.
 - c. Gretchen pointed out that this list is just town business licenses, but there are businesses all over the mesa that are not in this list because they don't have town licenses.
 - d. Linda would like to put the chamber's time, money and energy into chamber members and the main business directory. Then in the list change the title to "additional services," with three columns and small type, with a disclaimer at the bottom say something like, "if you don't see your business listed and would like your business listed, please contact us." Linda believes it's not the chamber's responsibility to spend its time going out and pursuing businesses.
 - e. Gretchen believes there are a few outside businesses in the list that don't need to be included. Carrie asked Gretchen if she could go through and edit the list and determine which businesses don't need to be listed as well as add any mesa businesses and services that should be included.
 - f. Nola suggested taking off all the links in the list for now and revisit the possibility of members having links once the chamber knows where it stands budget wise once the pandemic is over.
2. Nola said the website had to go through a couple updates on the back end including the .php file and plugins. Nola is rationing her allotted time to make the updates. Nola and Terri are working to install PayPal on the website to make membership subscriptions easier.
 3. Ideas to promote on social: John said the fire department will be picking up recruiting for wildland firefighters. Nola asked John to follow up with finding out who posts or manages the fire department's social accounts so the chamber can coordinate with them.
 4. Carrie asked Nola to go over her ideas for blogs for the month of April. One idea was to make a list of resources for businesses during the pandemic. The chamber doesn't need to focus on that because WEEDC has those resources and the chamber should refer businesses to their website. The board liked the idea of focusing on the uptick of people visiting the West End because they can't travel into Utah. Nola would like to try to capture that audience and encourage people to recreate in Norwood as well.

V. Regional Opportunities

WEEDC: Nichole Glaser- Covid-19 resources for businesses

Nicole agrees people are coming to recreate, even from Grand Junction. She feels businesses are pulling back a bit, others are taking time to learn new things. Also reaching out how to walk thru the COVID care packages.

- Send people to the WEEDC website.
- WEEDC is helping businesses walk through how to apply for loans and relief packages.
 - Nicole is working with a disaster planner and business continuity manager to help businesses in a disaster they are starting a series called “Keeping The Light’s On” to workshop through challenges businesses are facing.
 - Nicole would like to do meetups like a business after hours called, Quarantini hour. Here thought is businesses could get online, have a drink and discuss challenges.
 - There is an idea floating around Nucla and Naturita about forming packages for businesses to work together to help each other get business.
 - John heard the restaurants are having a hard time. Linda said Joe is at 2% of normal business. Everyone agrees this is because Kristi’s isn’t active about promoting what they’re offering while The Divide, Thorneycroft and Maggie’s have been very active. Terri would like someone who has a relationship with Kristi’s to help give them some guidance on marketing and getting their info out there.
 - Most COVID business recovery info should be on WEEDC’s website, the chamber can link to their information.
 - Carrie mentioned the Telluride Foundation has assistance for nonprofits who have previously received grants from the Foundation.
 - Gretchen confirmed that all five marijuana questions passed during the April election.
 - Carrie stated the library will be starting curbside service to checkout items.

VIII. Old Business

1. **Business Survey:** Hold off on sending the survey and instead focus on information Nicole shares.

VI. New Business: No new business was discussed

IX. Linda moved to adjourn Terri seconded. All in favor.

Adjourned at 5:12 p.m.

Next Chamber Executive Board Meeting: Tuesday, May 12th, 2020 at 1:00 p.m. via Zoom.

Submitted by Nola Svoboda